



Pollie Pedal'18

23 - 25 February

Sponsorship Proposal

Diabetes Tasmania - PolliePedal'18

Next year will be the thirteenth year of Diabetes Tasmania's PolliePedal!

A unique 3-day road cycling event designed for cyclists who are seeking a challenging ride through the beautiful Tasmanian landscape, and for those who like adventure, friendship and engaging with the local community.

Most importantly though, as sponsor of the event you will help us raise awareness of diabetes within the local communities we visit and raise the much needed funds to support Tasmanians either living with diabetes, living with undiagnosed diabetes or at high risk of developing diabetes.

This is our biggest fundraising and awareness campaign for the year. All funds raised stay in Tasmania.

Our aims are clear – we want and need to do more for our Tasmanian community who live with diabetes, live with undiagnosed diabetes or are at high risk of developing diabetes.

We see working in partnership with our sponsors as key to achieving these aims.

The 13th Annual Pollie Pedal Ride

In 2018, we are heading to the beautiful north-west and northern Tasmania.

Starting in Ulverstone on the Friday we will head to Penguin for the launch before heading south to Riana, we then wind our way east to finish the day in Port Sorell. Saturday will see us head south towards Selbourne, Rosevale and Bridgenorth before heading north again to finish in Beauty Point for the night. Our final day see's us travel down the picturesque Tamar River, and end our 3 day ride in Perth.

Since the inaugural ride in February 2006, Diabetes Tasmania has worked in collaboration with Minister Guy Barnett to stage PolliePedal. His support has been invaluable and has helped to make the event such a success.

Over the past 12 years over \$590,000 has been raised through PolliePedal thanks to our sponsors, participants, the general public and local communities who donate on route.

Several times throughout the event, the participants and support crew will make scheduled stops to address media, schools, aged care facilities, local communities, groups and visit local attractions.

Many of the PolliePedal participants return year after year because of the quality experience both in relation to the staging of the event, and the camaraderie between the participants who undertake this adventure together.

About Diabetes Tasmania

Diabetes Tasmania is a health charity whose key focus is to reduce the impact of diabetes and to empower our whole community to better health.

Supporting our community for over 60 years, Diabetes Tasmania has evolved into an organisation with a broad range of education and support services for people affected by all types of diabetes and those at risk.

Supporting over 82,500 Tasmanians living with diabetes, living with undiagnosed diabetes or at high risk of developing diabetes, Diabetes Tasmania is here for all Tasmanians now and into the future.

With 29 staff working throughout the state, membership of the national body - Diabetes Australia, Diabetes Tasmania is a powerful voice to advocate for all Tasmanians affected by diabetes.

About diabetes

- 11,000 living with the disease but undiagnosed
- 45,000 at high risk of developing diabetes
- 175 new Tasmanian registrants on the National Diabetes Services Scheme (NDSS) every month
- 5 Tasmanians per day being diagnosed with diabetes
- 18 Tasmanians use Diabetes Tasmania's education and support services each day
- 1 in 2 people with type 2 diabetes will need insulin to manage their condition
- Every 4 days a Tasmanian has a lower limb amputation related to diabetes

All types of diabetes are serious and can lead to complications if not well managed:

- Diabetes is the leading cause of preventable blindness in adults
- Diabetes retinopathy is found in 15% of people with diabetes
- Cardiovascular disease is the leading cause of death in people with diabetes, with heart attacks and strokes up to four times more likely in people with diabetes

We warmly invite you to sponsor our 2018, PolliePedal in Tasmania.

PolliePedal'18

Sponsorship Levels and Benefits

In 2018 Diabetes Tasmania is offering nine key levels of sponsorship:

1) Premier Sponsorship	2) Gold Sponsorship	3) Silver Sponsorship
4) Bronze Sponsorship	5) Dinner Sponsorship	6) Accommodation Sponsorship
7) Jersey Sponsorship	8) Jersey logo only	9) Company donation only

If your sponsorship level includes a team of riders, this covers the specified amount of riders for the duration of the 3 day ride – accommodation, most food/drinks (breakfast, morning tea, lunch, afternoon tea and dinner), snacks, gatorade, visits to local attractions, jersey(laundrying of jersey each night), support vehicles/team and more. The riders can be staff, business associates, friends, family, anyone at all that you wish to put forward to represent your company.

PREMIER

\$10,000 exc gst

ONLY one sponsor at this level

Includes a team of 4 riders that can participate PLUS;

- Naming rights – Pollie Pedal'18 will be presented as; **“Diabetes Tasmania presents the < Company Name > PolliePedal'18”**.
- Exclusive logo on the front of all participant jerseys and inclusion on the back
- Company logo inclusion on CSA, to be produced by and shown on our partner network Nine (TAS)
- Dominant logo placement on all promotional material prior to, during and after the event – print/social media/website
- Dominant logo signage back and sides of support vehicles
- Invitation to position your own portable banners at various stops and media opportunities during the event
- Your organisation will be acknowledged in Circle Magazine, circulated to over 4,000 Tasmanians with diabetes by direct mail, including a one half page advertisement or editorial in the two editions following PolliePedal
- Dominant acknowledgement in e-newsletters sent out to all members and pharmacies via email
- Dominant recognition on Diabetes Tasmania's website with logo, link and descriptor of your organisation
- Dominant recognition on the Everyday Hero page relating to PolliePedal'18
- Dominant features of sponsor and team participants in social media during the event – Facebook/Twitter and Instagram
- Ability to provide merchandise from company to riders e.g. caps, drink bottles, bags. Etc. for advertising during ride
- Company logo placed in Diabetes Tasmania staff's email signature on all outgoing emails from sign off of sponsorship to conclusion of PolliePedal.



GOLD

\$7,000 exc gst

Includes a team of 3 riders that can participate PLUS;

- Prominent logo inclusion on the back of all participant jerseys
- Company logo inclusion on CSA, to be produced by and shown on our partner network Nine (TAS)
- Prominent logo placement on all promotional material prior to, during and after the event – print/social media/website
- Prominent logo signage on sides of support vehicles
- Your organisation will be acknowledged in Circle Magazine, circulated to over 4,000 Tasmanians with diabetes by direct mail, including a one half page advertisement or editorial in the edition following PolliePedal
- Prominent acknowledgement in e-newsletters sent out to all members and pharmacies via email
- Prominent recognition on Diabetes Tasmania's website with logo, link and descriptor of your organisation
- Prominent recognition on the Everyday Hero page relating to PolliePedal'18
- Dominant features of sponsor and team participants in social media during the event – Facebook/Twitter and Instagram

SILVER

\$5,000 exc gst

Includes a team of 2 riders that can participate PLUS;

- Logo inclusion on the back of all participant Jerseys
- Company logo inclusion on CSA, to be produced by and shown on our partner network Nine (TAS)
- Logo placement on all promotional material prior to, during and after the event – print/social media/website
- Logo signage on sides of support vehicles
- Your organisation will be acknowledged in Circle Magazine, circulated to over 4,000 Tasmanians with diabetes by direct mail
- Acknowledgement in e-newsletters sent out to all members and pharmacies via email
- Recognition on Diabetes Tasmania's website with logo and link to your website
- Recognition on the Everyday Hero page relating to PolliePedal'18
- Features of sponsor and team participants in social media during the event – Facebook/Twitter and Instagram

BRONZE

\$2,500 exc gst

Includes a team of 1 rider that can participate PLUS;

- Logo inclusion on the back of all participant Jerseys
- Company logo inclusion on CSA, to be produced by and shown on our partner network Nine (TAS)
- Logo placement on all promotional material prior to, during and after the event – print/social media/website
- Logo signage on sides of support vehicles
- Your organisation will be acknowledged in Circle Magazine, circulated to over 4,000 Tasmanians with diabetes by direct mail
- Acknowledgement in e-newsletters sent out to all members and pharmacies via email
- Recognition on Diabetes Tasmania's website with logo and link to your website
- Recognition on the Everyday Hero page relating to PolliePedal'18
- Features of sponsor and team participants in social media during the event – Facebook/Twitter and Instagram

DINNER

ONLY one sponsor at this level

\$2,000 exc gst

Saturday night's dinner named The "company name" Annual PolliePedal Dinner. This dinner is held yearly in a celebration of the achievements of all participants on route, with awards given. It is held in the town where we finish our Saturday ride. Representatives from the company are welcome to attend. Display of company banner or materials welcome at the dinner.

Sponsor would have logo on back of cycling jersey plus logo placement on relevant advertising/promotional material in lead up/during and after event – print and social media.

ACCOMMODATION

\$1,200 exc gst

Sponsorship covers one night's accommodation on the ride for all riders and support staff (30 people).

Sponsor would have logo on back of cycling jersey plus logo placement on relevant advertising/promotional material in lead up/during and after event – print and social media.

JERSEY SPONSORSHIP

\$1,000 exc gst

Sponsorship covers the cost of us purchasing riders jersey's (25 x\$40 exc.).

Sponsor would have their logo at the top of the back of the jersey, large and prominent - plus logo placement on relevant advertising/promotional material in lead up/during and after event – print and social media.

JERSEY LOGO ONLY

\$500

logo placement on back of cycling jersey only.

COMPANY DONATION

If none of the sponsorship levels are suitable or the business just simply wants to support PolliePedal without formal acknowledgment or putting in a team they can send a straight donation which will be given a tax deductible receipt for taxation purposes.



Sponsorship Application

I wish to apply for Sponsorship of Diabetes Tasmania's PolliePedal'18 at the following level (tick) or give company donation for the amount nominated below:

- | | | | |
|----------------------------------|--|--|--------------|
| <input type="checkbox"/> Premier | \$10,000 + GST (one sponsor only at this level, <i>apply early</i>) | <input type="checkbox"/> Accommodation | \$1200 + GST |
| <input type="checkbox"/> Gold | \$7,000 + GST | <input type="checkbox"/> Jersey | \$1000 + GST |
| <input type="checkbox"/> Silver | \$5,000 + GST | <input type="checkbox"/> Jersey – logo only | \$500 |
| <input type="checkbox"/> Bronze | \$2,500 + GST | <input type="checkbox"/> Company donation \$ | _____ |
| <input type="checkbox"/> Dinner | \$2,000 + GST | | |

Sponsor Company Name

Contact Name

Position within the Company

Phone (BH)..... MobFax

Email address

Postal address

Payment Details (*please tick*)

- Please invoice as per the company details

Contact person for invoice (if different from above)

Position within the company

Phone (BH) Email

Postal address

- I have enclosed a cheque

- Please charge my credit card: Visa or MasterCard

Card Number: Expiry Date: /

Name on Card:

Signed: Date:

Comments or Questions:

Please return this completed form to: **Ange Headlam**

Diabetes Tasmania | Fundraising and Marketing Coordinator

GPO BOX 827, HOBART TAS 7001

Fax: 03 6215 9099

Email: aheadlam@diabetestas.org.au

Deadlines for sponsorship (excluding company donation) to ensure inclusion of all offered benefits (jersey has to be ordered by Christmas, to allow time for shipping and shut downs), is **20th December 2017**.

If this date falls outside or your decision making process please contact Ange, we can discuss and make other arrangements.